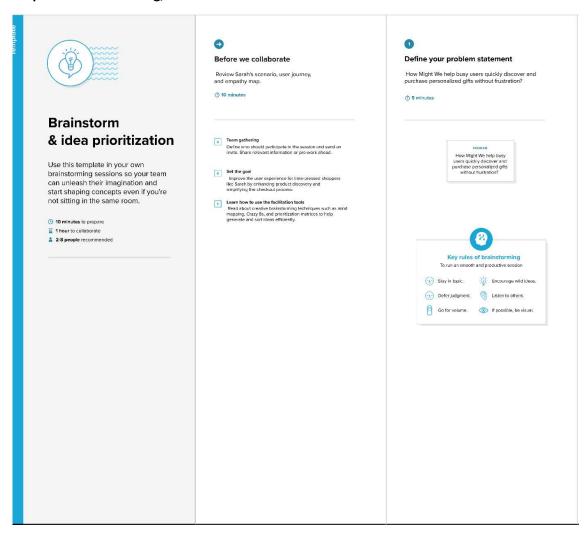
# Ideation Phase Brainstorm & Idea Prioritization

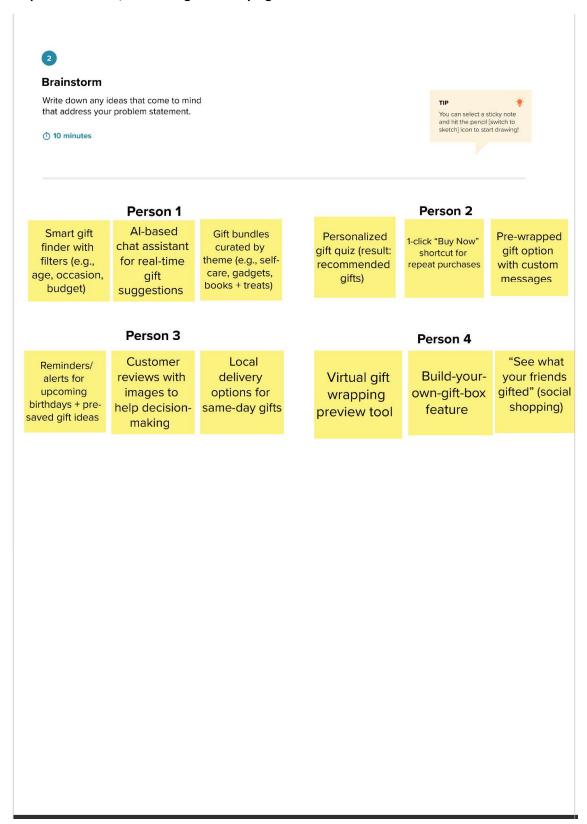
Date	15 April 2025
Team ID	SWTID1743695015
Project Name	Shopez: E-Commerce Application
Maximum Marks	4 Marks

#### **Brainstorm & Idea Prioritization:**

# Step-1: Team Gathering, Collaboration and Select the Problem Statement



Step-2: Brainstorm, Idea Listing and Grouping





#### **Group ideas**

Taking turns sharing the ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

① 20 minutes

TII

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

# **Group 1**

Smart gift finder with filters (e.g., age, occasion, budget)

Personalized gift quiz (result: recommended gifts)

Virtual gift wrapping preview tool

# Group 2

Al-based chat assistant for real-time gift suggestions Customer reviews with images to help decisionmaking

# Group 3

Gift bundles curated by theme (e.g., selfcare, gadgets, books + treats) Pre-wrapped gift option with custom messages

Build-yourown-gift-box feature

#### Group 4

Pre-wrapped gift option with custom messages "See what your friends gifted" (social shopping)

#### **Step-3: Idea Prioritization**

